



**USAID**  
FROM THE AMERICAN PEOPLE



# COMMERCIAL HORTICULTURE & AGRICULTURAL MARKETING PROGRAM (CHAMP)



QUARTERLY REPORT

Oct-Dec 2012

This report is made possible by the generous support of the American people through the United States Agency for International Development (USAID). The contents of this report are the



---

# COMMERCIAL HORTICULTURE & AGRICULTURE MARKETING PROGRAM

## QUARTERLY REPORT

October 1 – December 31, 2012

US Government Fiscal Year Q1 2013

Cooperative Agreement Award:	No. 306-A-00-10-00512-00
Cooperative Agreement Recipient:	Roots of Peace (ROP)
Period of Cooperative Agreement:	February 1, 2010 – December 31, 2014
Amount of Cooperative Agreement:	\$40,320,139.00
Cooperative Agreement Officer Rep:	Zamaryalai Tasal, <a href="mailto:ZTasal@usaid.gov">ZTasal@usaid.gov</a>
Chief of Party:	Peter Dickrell, <a href="mailto:dickrell@rootsofpeace.org">dickrell@rootsofpeace.org</a>
ROP Executive Director:	Gary Kuhn, <a href="mailto:gary@rootsofpeace.org">gary@rootsofpeace.org</a>
ROP Founder & CEO:	Heidi Kuhn, <a href="mailto:heidi@rootsofpeace.org">heidi@rootsofpeace.org</a>

# TABLE OF CONTENTS

---

<b>ACRONYMS.....</b>	<b>V</b>
<b>OVERVIEW .....</b>	<b>2</b>
<b>SUMMARY.....</b>	<b>4</b>
HORTICULTURE AND QUALITY IMPROVEMENT .....	4
HIGH VALUE MARKETING AND BUSINESS DEVELOPMENT .....	5
BUSINESS DEVELOPMENT .....	6
GENDER PROGRAM.....	6
COORDINATION .....	6
<b>COMPONENT 1: HORTICULTURE AND QUALITY IMPROVEMENT .....</b>	<b>7</b>
VINEYARD UPGRADING .....	7
ORCHARD CARE ACTIVITIES .....	9
PRODUCERS GROUPS DEVELOPMENT.....	10
RAISIN DRYING FACILITIES .....	13
COOL-ROOMS .....	16
NEXT QUARTER PRIORITIES: HORTICULTURE & QUALITY IMPROVEMENT PROGRAM .....	16
<b>COMPONENT 2: HIGH VALUE MARKETING &amp; BUSINESS DEVELOPMENT.....</b>	<b>18</b>
EXPORT PROMOTION .....	18
BUSINESS DEVELOPMENT .....	21
TRADE PROMOTION AND EXPLORATORY VISITS.....	22
NEXT QUARTER PRIORITIES: HIGH-VALUE MARKETING AND BUSINESS DEVELOPMENT .....	24
<b>COMPONENT 3: GENDER PROGRAM.....</b>	<b>25</b>
TECHNICAL ASSISTANCE ON RAISIN PRODUCTION .....	25
WOMEN'S TRELLISING PROGRAM .....	26
NEXT QUARTER PRIORITIES: GENDER.....	26
<b>COORDINATION.....</b>	<b>27</b>
TECHNICAL ASSISTANCE PROVIDED TO FIFTEEN GRAPE PRODUCERS .....	27
AFGHAN EXPORTERS TO INDIAN INTERNATIONAL TRADE FAIR (IITF).....	27
KABUL INTERNATIONAL AG-FAIR.....	29
PRESENTATION ON PROPER SORTING, GRADING AND PACKING .....	30
CHAMP MEETING WITH USAID EASTERN REGION .....	30
CHAMP SHOWROOM IN DUBAI .....	31
<b>CHAMP PERFORMANCE INDICATORS .....</b>	<b>32</b>
<b>ANNEX A: VALUE CHAIN PRODUCERS GROUPS.....</b>	<b>34</b>
POMEGRANATE VALUE CHAIN PRODUCERS GROUPS .....	34
GRAPES VALUE CHAIN PRODUCERS GROUPS .....	35
APPLES VALUE CHAIN PRODUCERS GROUPS .....	36
APRICOTS VALUE CHAIN PRODUCERS GROUPS.....	37

ALMONDS VALUE CHAIN PRODUCERS GROUPS .....	38
<b>ANNEX B: COOL STORAGE CELLAR DESIGN .....</b>	<b>39</b>
<b>ANNEX C: CHAMP FACTS TRELLISING GRAPE VINES .....</b>	<b>44</b>
<b>GRAPE TRELLISING DOUBLES FARMER INCOME IN TWO YEARS.....</b>	<b>45</b>
ECONOMICS .....	46
LOCATIONS .....	47
TECHNICAL PACKAGE .....	47
CONSTRUCTION.....	47
TIMING OF CONSTRUCTION .....	48
DESIGN .....	48
MATERIALS LIST.....	48
<b>ANNEX D: CHAMP FACTS SHADE DRYING RAISINS .....</b>	<b>49</b>
COMPARISON TO SUN DRIED RAISINS .....	51
COMPARISON TO TRADITIONAL MUD KISHMISH KHANA.....	52
TECHNICAL PACKAGE .....	53
CONSTRUCTION.....	53
TIMING OF CONSTRUCTION .....	53
DESIGN .....	53
MATERIALS LIST.....	53
MORE INFORMATION .....	54



## ACRONYMS

---

AAIDO	Afghan Almond Industry Development Organization
ACE	Agriculture Credit Enhancement Program
ADT	US Military Agriculture Development Team
AOR	USAID Agreement Officer's Representative
CDC	Community Development Council
DAIL	Directorate of Agriculture, Irrigation and Livestock
DST	District Stabilization Teams
GAP	Good Agricultural Practices
GIRoA	Government of the Islamic Republic of Afghanistan
GPFA	Global Partnership For Afghanistan
IPM	Integrated Pest Management
LOE	Level of Effort
MAIL	Ministry of Agriculture, Irrigation and Livestock
M&E	Monitoring and Evaluation
MOE	Ministry of Economics
MOU	Memorandum of Understanding
MRRD	Ministry of Rural Rehabilitation and Development
P2K	The provinces of Paktika, Paktya and Khost
PHDP	Perennial Horticulture Development Program
PMP	Performance Management Plan
PRT	Provincial Reconstruction Team
ROP	Roots of Peace
USAID	United States Agency for International Development
USDA	United States Department of Agriculture
USG	United States Government

## OVERVIEW

CHAMP has been working to achieve the broad objective of the U.S. Agency for International Development's (USAID) agricultural development and alternative livelihood strategy since 2010. USAID's country strategy objective for agricultural programming is "a sustainable, thriving agricultural economy". With this objective USAID's agricultural programs contribute to both stabilization and counter-narcotics policy goals through promotion of a thriving and licit agricultural sector in Afghanistan.

As part of this strategy, the Commercial Horticulture and Agricultural Marketing Program (CHAMP) has focused on activities to reduce poverty among rural Afghan farmers by assisting them to shift from relatively low-value annual crops such as wheat, to relatively high-value perennial crops such as apples, apricots, almonds, grapes and pomegranates. Further, a second part of the CHAMP program is installing improved trellising systems in existing vineyards. The marketing department is linking potential farmers to traders and finally to high paying markets. CHAMP is implementing a gender program focusing on integrating women into the agricultural mainstream.

In July 2012, CHAMP received an amendment/refinement from USAID to extend the program until December 2014 and to refocus its resources and activities towards a value chain approach that includes post-harvest handling and marketing activities. The program coverage area was expanded to include two additional provinces including Panjshir and Kapisa.

Under the new approach, CHAMP is carrying out activities throughout the entire six main value chains. The program focuses on improving the horticultural and marketing practices to produce high quality fruits for high value markets. The program focuses heavily on post-harvest activities and marketing to increase exports, increase import substitution and add value to the product through post-harvest

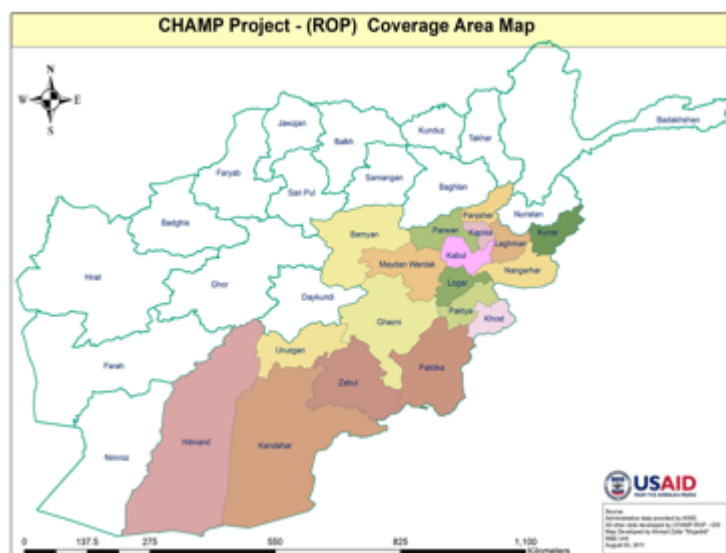
### CHAMP Phase I: 2010-2012

- ❖ Establish new commercial orchards
- ❖ Upgrade Vineyards
- ❖ Home production (gender)
- ❖ Export Marketing

### CHAMP Phase 2: 2012-2014

- ❖ Value chain development for High-Value crops, with an emphasis on marketing
  - Grapes
  - Almonds
  - Pomegranates
  - Melons
  - Apricots
  - Apples
- ❖ Upgrade vineyards

For more details see:  
[www.champ.af](http://www.champ.af)



processing. The program focuses on six areas: 1) Quality Improvement, 2) Post harvest Issues, 3) Marketing, 4) Agribusiness Entrepreneurship, 5) Gender Access to Economic Activities and 6) Citrus orchard establishment in eastern regions.

## SUMMARY

---

### HORTICULTURE AND QUALITY IMPROVEMENT

#### TRELLISING VINEYARDS



CHAMP trellised 88.3 ha of vineyards benefiting 437 farm families by improving farm productivity. Farmers contributed cash towards the cost of the trellises. Installing trellising in vineyards allows the grape canes to grow and be managed on to the structure. This practice results in a vine structure that is closer to their natural state where they grew on trees. The result is a 54% increase in yield the first year, and a 107% increase the second year. Trellising vines biggest impact is the improved quality and percent of the fruit that is export quality. For more information, see [on page 7](#).

#### ORCHARD AND VINEYARD CARE



During Q1 FY2013 CHAMP worked with 6,250 target farmers providing technical assistance on improved production and post-harvest techniques<sup>1</sup>. These trainings were usually in small groups of 10-20 taught in the orchards or vineyards. The trainings were conducted as part of an overall crop calendar based program plan. During this quarter our farmers were harvesting their crops. The instruction focused on how to reduce losses during and after harvest, grading and packing. Some crops, like fresh grapes, are harvested by traders, so we provided this same training for traders as well. Proper harvesting and handling greatly reduces losses for fresh fruit. CHAMP trained DAIL and CHAMP Horticulture Extension Officers in Kabul, Uruzgan, Kandahar and Paktya on almond, grape, pomegranate, apple and apricot on pre- and post-harvest management. More information is provided [on page 9](#).

#### DEVELOPMENT OF PRODUCERS GROUPS



The CHAMP horticulture team registered and developed 806 producers groups during this quarter. Through these producer groups CHAMP will introduce farmers to new production methods, product quality improvement techniques, advance orchard management and harvesting methods in CHAMP targeted areas. The producer groups are usually organized along crop type and geographic area. Each Producer Group will have one focal contact so the Extension Advisors can easily arrange trainings. Our key motivation for organizing these groups is to deliver technical information and organize the marketing of the group's crop.

---

<sup>1</sup> These target farmers come under indicator 5.1.1f.



To join the producer groups, the farmer must have at least one jerib of a producing fruit orchard for the CHAMP targeted value chains. These groups were then registered with CHAMP. They are trained on farm with the farmer field school methodology and we will link them with potential buyers and input suppliers to insure sustainability. Almost all producer associations are geographically based, not crop based. These producer groups are geographically and crop organized. The FFS are organized for both male and female producers. More information [on page 10](#).

### **CONSTRUCTION OF RAISIN DRYING FACILITIES**



For the past seven years ROP has worked to develop an improved Kishmish Khana, shade drying hut or barn for grapes. After numerous trials we have finally succeeded in designing an improved structure. CHAMP is developing a program to build 110 raisin-drying huts based on the success of the seven newly constructed raisin-drying facilities. The new design of the raisin drying houses allow for 2 cycles of drying as compared to one with the traditional mud kishmish khana. This has resulted in a very positive economic return to the farmers. For more information is provided [on page 13](#).

### **UNDERGROUND COOL ROOM FOR APPLES**



ROP constructed over 1,000 potato storage units in Bamyan in 2008-2010. The units were very successful with a payback period of 1.3 years. CHAMP is now borrowing these plans for use with apples. The trials conducted last year proved out and we are now expanding the construction of these cellars. The farmers hold their apples for two months, then introduce them into Afghan markets at twice the harvest season price. With the planned construction subsidy the payback period for the farmers' cash investment will be 1.4 years. More information about where these were built and their impact, please see [on page 15](#) and the attached "CHAMP FACTS on Cool Room Storage for Apples".

## **HIGH VALUE MARKETING AND BUSINESS DEVELOPMENT**

### **CHAMP SUPPORTED EXPORTS**



During this quarter CHAMP supported the export of 1,130 metric tons of fresh fruit to different international markets including India, UAE, Russia, and Pakistan markets. This brings to a total of 2,505 metric tons of fresh fruit exported with improved methods to differentiated markets. In addition, 754 metric tons of fresh fruit were stored in cool and cold rooms then introduced into local markets substituting imports. So a total of 3,259 metric tons were supported by CHAMP with improved techniques and technology.

The CHAMP Almond value chain and marketing teams arranged a linkage meeting between the Uruzgan almond traders, the national traders and exporters in Kabul to

facilitate the almond producers of Uruzgan access to new markets in the region. For more information, see [on page 18](#).

## **BUSINESS DEVELOPMENT**

### **AIR TRANSPORTATION**



CHAMP increased the air shipment services for Afghan traders to international destinations around the globe by arranging shipments with a second carrier, Hercules Aviation. Hercules joins Ariana Airlines in offering air cargo for fresh fruit shipments from Kabul. For more information, see [on page 21](#).

## **GENDER PROGRAM**

### **WOMEN INCLUSIVE ACTIVITIES IN THE VALUE CHAINS**

CHAMP provided technical assistance for 400 women in Kabul and Parwan provinces on improved raisin production. These female farmers received the same technical training with grape as their male counterparts. CHAMP selected 48 women to serve as lead farmers who aided in the organization and training. These women were trained first in grape quality improvement, then we helped to lead the training for the other 352 women. 51 of the women participated in the CHAMP trellis program and installed trellising in their vineyard. For more information, see [on page 25](#).

## **COORDINATION**



With help from the Export Promotion Agency of Afghanistan (EPAA) and the Ministry of Commerce and Industry (MOCI), CHAMP coordinated trade show participation for Afghan traders. CHAMP assisted nine Afghan exporters in participating in the Indian International Trade Fair held in New Delhi India on November 14-27, 2012. The Indian Government organizes the trade show and traders and exporters from round the globe participate in this fair.

CHAMP facilitated Mr. Raj Kapoor's participation in the Kabul International Ag-Fair held in Badam Bagh. Mr. Kapoor is the director of ASSOCOM India Private Limited. ASSOCOM introduces and promotes new foreign products in the Indian market. More information [on page 27](#).

## COMPONENT I: HORTICULTURE AND QUALITY IMPROVEMENT

---

During the quarter CHAMP horticulture team continued to focus on the following activities:

- Vineyard Upgrading
  - Trellis installation and training new vines and converting old vines on to trellis
  - Guiding farmers on the importance of correct pruning and canopy management
  - Assuring proper irrigation, fertilization, pruning, harvesting, post harvest handling, sorting, grading, packaging and better transportation systems
- Orchard Care Activities – New Orchards & 2 Year Old Orchards
  - Assuring proper irrigation of fruit trees
  - Preparing open strips around fruit trees
  - Clearing weeds within one meter of the fruit trees
  - White washing the trunks of the saplings
  - Applying fertilizer for optimum growth of the planted saplings
  - Mulching to avoid evaporation, managing intercrops and performing IPM
- Producer Group Development
  - Selecting, registering and developing grape, almond, apricot, pomegranate and apple producer groups in targeted producing regions
- Raisins
  - Raisin Drying Facilities
  - Guiding farmers on improved raisin-drying methods
- Cool Rooms
  - Post-harvest management and packing

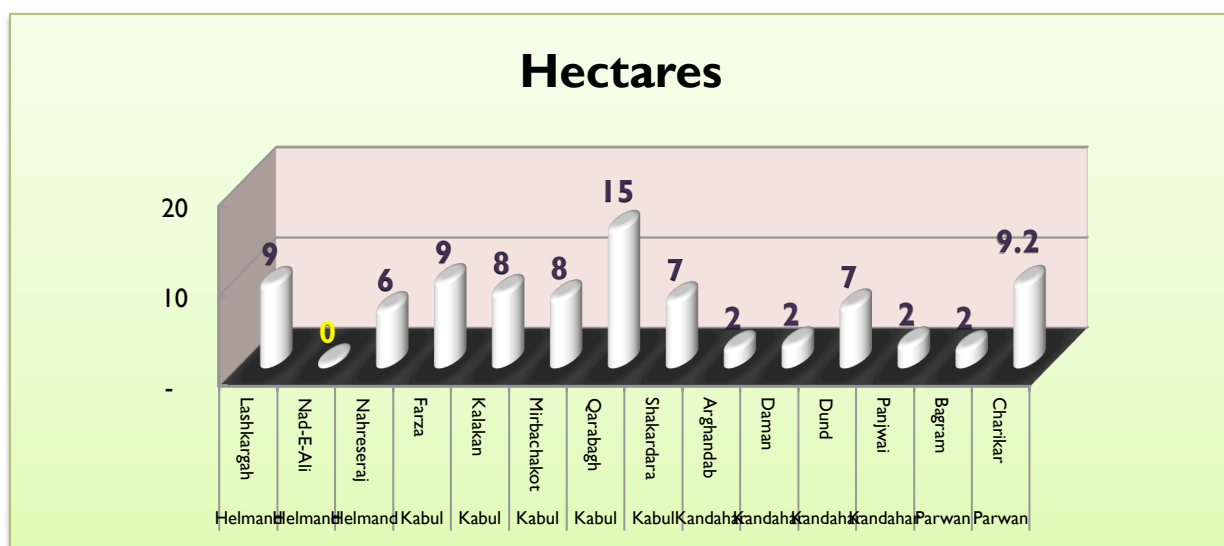
### VINEYARD UPGRADING

During the quarter, CHAMP showed farmers that trellising vineyards almost doubles the harvest yield of grapes and substantially improves the grapes quality. This increases the farmers' income significantly. The September hailstorm destroyed most of the grapes grown on the ground in the traditional manner. The grapes that were growing on trellis were 100% unharmed by the hail. This caused more farmers to approach CHAMP for help in converting their traditional farms into trellised vineyards. CHAMP continued trellising existing vineyards in Kabul, Parwan, Helmand and Kandahar.



Traditionally vines growing on the ground degrades both the quality and quantity of grapes. With the new trellising system, concrete poles are installed parallel to the vines and steel wires are fixed over the poles. Each pole has a T-Bar placed at the top of it, through which three wires are pulled along the direction of the poles. This system is capable of supporting the load of the grapes at a manageable height for the average sized adult. This helps the grapes grow more abundantly and of higher quality. The farmers can then harvest their grapes more easily.

Proper pruning of the vines in this new system is another critical and important activity. The CHAMP horticulture team instructs the farmers on the techniques of how to train their vines to climb up the trellis system and prune them properly to get maximum yields with the best quality.



During the quarter, CHAMP trellised 88.3 hectares of the existing vineyards by distributing 52,970 concrete posts to 437 grape producers in different provinces, detailed below:

Province	District	No. of Farmers			Hectares	Posts
		Male	Female	Total		
Helmand	Lashkargah	43		43	9.1	5,450
Helmand	Nad-E-Ali	1		1	0.4	240
Helmand	Nahreseraj	31		31	6.3	3,780
Kabul	Farza	46	1	47	9.4	5,640
Kabul	Kalakan	32	9	41	8.2	4,920
Kabul	Mirbachakot	27	11	38	7.6	4,560
Kabul	Qarabagh	64	12	76	15.3	9,180
Kabul	Shakardara	34	3	37	7.4	4,440
Kandahar	Arghandab	10		10	2	1,200
Kandahar	Daman	12		12	2.4	1,440



Kandahar	Dund	33		33	6.6	3,960
Kandahar	Panjwai	12		12	2.4	1,440
Parwan	Bagram	9	1	10	2	1,200
Parwan	Charikar	32	14	46	9.2	5,520
Total		386	51	437	88.3	52,970



Training farmers on post installation, Kabul



Training farmer on T-bar installation, Kabul

For more information on the impact of grape trellising, please see CHAMP Facts brief in Annex C [on page 44](#) or it will be posted [at http://champ.af/champ-bulletin](http://champ.af/champ-bulletin).

## ORCHARD CARE ACTIVITIES

CHAMP extension team is working closely with the program beneficiaries on orchard care activities for the proper management of their orchards. The extension team works with the targeted farmers directly and sometimes they coordinate their efforts through community members and elders of those localities. This method is successful because the information is replicated through various sources. Further, the methods are simple and easy to remember for many of the illiterate farmers. The farmers are provided with advice on how to accelerate the growth of the newly developed orchards and to satisfy the needs of the plants, improve irrigation methods, train and prune the trees, control weeds and diseases, use fertilizer and implement pest management.

Province	No of Farmers
Bamyan	753
Ghazni	634
Helmand	734
Kabul	1,293
Kandahar	101
Kunar	77
Laghman	72
Logar	661
Nangarhar	427
Parwan	712
Uruzgan	15
Wardak	771
Total	6,250

Field inspections indicate that farmers are following CHAMP instructions. The farmers have been improving surface irrigation systems, field design and other practices under the supervision of CHAMP extension team. During the reporting period the focus was on clearing weeds within one meter of the fruit tree, installing improved farm irrigation systems and applying white wash to protect the bark of the trees. The CHAMP team conducted 6,250 farmer visits providing technical assistance.



Improved Pruning Techniques



Training on IPM

## **PRODUCERS GROUPS DEVELOPMENT**

As a part of value chain implementation program, CHAMP has started the process of identifying, establishing and developing producers groups in the targeted areas. This is CHAMP initiative for quality improvement of our VC crops. The concept is to work with the farmers to insure they follow the basic cultural practices that lead to higher quality fruit, and then link the groups with potential traders who have access to markets that reward the farmers higher quality fruit with higher prices. The CHAMP extension team will provide technical support and linkage to input suppliers for each of the identified key agricultural practice based upon crop calendar timing. For instance we will provide the following key extension support areas for grapes – pruning vines on trellises, sulfur spraying to control mold, application of Giberellins for seedless grapes, proper plant nutrition and irrigation, and vine management. With the grape traders we will provide harvest training, post-harvest handling, grading, improved packaging, improved freight and linkage to differentiated markets (price graded markets). The CHAMP team will link our traders with our producer groups early in the growing season to reinforce the importance of the farmers performing the key cultural practices.

The groups will serve as a collective bargaining unit, aiding both the farmers and the traders.

These groups are established with the CHAMP program. Later CHAMP will help the successful groups to register with the government. Too often NGOs and MAIL rush to formally register farmer groups or associations and have little follow-up. CHAMP will build the groups first, then support the registration and sustainability of the successful groups. The objective of developing producers groups is to introduce the farmers to new technologies, improve product quality, introduce advanced orchard/vine management, improve harvesting methods and link farmers with potential buyers. For this purpose Farmer Field Schools (FFS) have been arranged, which are managed and supervised by a CHAMP extension officer through a lead farmer. The process is that the farmer should have at least one jerib fruit productive orchard for the targeted value chain. These groups are registered with CHAMP.

During the quarter, CHAMP horticulture team established producers groups selecting 821 farmers outlined by the respective value chain in Annex A. Trainings

During the quarter the CHAMP horticulture team focused on the grape, apple, almond and pomegranate post harvest handling, orchard management, IPM, pruning, fertilizer application and dormant spray and conducted the following trainings.

A listing of the producer groups by District is included as Annex A [on page 34](#).

### **POST-HARVEST TRAINING FOR FARMERS, DAIL AND CHAMP EXTENSION ADVISORS**

During the reporting period, CHAMP conducted trainings on grape, apple, almond and pomegranate post harvest handling in Kabul, Kandahar, Paktya and Bamyan for the farmers, and DAIL officers. A total of 139 people participated in these trainings, illustrated in the table below. The main topics of these trainings were grape and pomegranate post-harvest management and techniques for picking, sorting, grading, cleaning, packing, pre-cooling, storing and transportation to markets. Also, for almonds, the topics covered were post-harvest management and techniques for picking, sorting, grading, packing and selection of proper packaging material that could attract the customers' attention. The participants of the trainings quickly grasped the concepts and they promised that they would be applying them on their farms. CHAMP team conducts post-assessments for each training event.

STUDENT PROFILE									
Date	Topics	Duration	Province	Total Trainees	Male	Female	CHAMP	DAIL	Farmers
Oct. 6-8	Fruit Trees Pruning, Irrigation system establishment for newly planted orchard	3 days	Bamyan	23	23	0	8	2	13
Oct. 15-16	Grapes and Apple Post Harvest	2 days	Logar, Wardak, Ghazni, Kabul	26	26	0	0	26	0
Oct. 20-23	Orchard establishment, Efficient use irrigation water, Rain water Harvest, IPM, Apple and post harvest, fruit trees pruning, pest and disease, Fertilizer Application and Dormant spray. Dormant spray	3 days	Paktya, Khost, Paktika	16	16	0	14	2	0
Nov. 8-10	Pomegranate and Grape Post Harvest	3 days	Kandahar, Helmand, Zabul, Uruzgan	31	31	0	15	16	0
Nov. 9-10	Orchard establishment, Efficient use of irrigation water, Rain water Harvest, IPM, Grape and Apricot post-harvest, fruit trees pruning, pest and disease, Fertilizer Application and dormant spray.	2 days	Helmand	10	10	0	7	3	0
Nov. 27- 28	Orchard establishment, Efficient use of irrigation water, Rain water Harvest, IPM, Grape and Apricot post-harvest, fruit trees pruning, pest and disease, Fertilizer Application and dormant spray.	2 days	Kabul Parwan Logar Wardak Ghazni	33	29	4	31	2	0
Total				139	135	4	75	51	13

### TRAINING ON CITRUS ORCHARD MANAGEMENT AND NURSERIES

Ten members of CHAMP training and extension team, including an officer from MAIL, participated in a training on “Citrus Orchard Management and Nursery Growing” held in Peshawar, Pakistan. This training aided the extension team in Nangarhar to



help Afghan citrus farmers and nurserymen as together they work to rebuild the citrus industry in Afghanistan. The main focus of the training was:

- Citrus classification, soil requirements and rootstocks;
- Practical demonstration on a visit to Field, Lath Houses & Australian Citrus Screen House;
- Citrus orchard management techniques;
- Insects and diseases of citrus and pest control measures using IPM techniques;
- Vegetative methods of plant propagation;
- Irrigation techniques, determination of water quantity & quality;
- Role of rootstocks in citrus fruit plant production;
- Citrus nursery raising techniques;
- Citrus fruit processing and marketing.

The participants rated the training very useful for citrus orchard management. These participants are now training other farmers and nurserymen. These trainings will be reporting in the next quarterly report.

## **RAISIN DRYING FACILITIES**

Shade dried raisins have strong local and export markets. To increase the value-add processing and the export value, CHAMP is promoting the construction of shade drying barns called Kishmish Khanas. CHAMP helped design and build seven new raisin-drying houses. The seven drying houses CHAMP constructed in Ghazni province will provide the model for 100 or more drying houses to be constructed in the coming year. The cost of each structure was USD \$6,600, out of which USD \$5,500 was paid by CHAMP and USD \$1,100 was paid by farmer as the farmer's contribution. The subsidy will decrease and the farmer contribution will increase as the adoption rate accelerates. A 50% farmer contribution is our target.

Shade dried  
raisins increase  
farm gate price  
by 44%

The shade dried raisins produced from the raisin drying houses were high quality. They were the prized light green in color with superior taste that is more like dried grape than prunish raisins. The drying houses resulted in a greater income being generated for the farmers. This new design is the result multiple trials spanning seven years. The new techniques used in building the houses resulted in a lower cost for building each house and more than double amount of raisins that can be produced per house. The shade dried raisins sell in the local markets for \$1,940/ton compared to \$1,350/ton for red sun dried raisins, a 44% improvement. The new design reduces farmer risks due to rain and insects.



New design of raisin drying house, Pashtun Kot, Ghazni

A cost benefit analysis shows that the new designed raisin drying facilities produces an improved profit over the traditional raisin drying facilities (Kishmiskhana) and a substantial profit over the sun-drying method. The raisins produced in these newly designed drying facilities met Grade A standards for cleanliness, shape and color.

#### Comparison to Sun Dried Raisins

The shade-dried raisins sell in the local Ghazni markets for \$1,800 to 1,940/ton compared to \$1,350/ton for red sun-dried raisins, a 33-44% improvement. In addition the new design reduces farmer risks due to rain and insects. Once the raisins are in the structure they are protected from late summer rains. Many farmers in Ghazni lost their entire crop last year due to unexpected late rains.



Raisin drying house partially filled with grapes to dry Pashtun Kot, Ghazni



Semi-dried grapes to raisins: sample from the drying house, Pashtun Kot, Ghazni

The analysis shows the advantages of the new-designed raisin drying facility compared with the traditional drying house. For a detailed analysis on this opportunity, see “Improved Shade Dried Barn” brief posted on the CHAMP website, at <http://champ.af/champ-bulletin>.

Compared to traditional Kishmish Khana:

- The drying time is half that of the traditional drying house, allowing for a second cycle;
- The cost of building the drying house can be recovered within two years;
- The traditional drying-houses have a maintenance cost of around USD \$600 associated per year, whereas, the new-designed houses do not have any yearly maintenance costs; and
- New design reduces pest problems (wasps).

Comparing to the sun-drying method:

- It generates 44% more income for the farmer per year;
- Reduced loss due to late season rains (many Ghazni farmers lost their entire raisin crop due to rains); and
- As the sun-drying method does not have construction costs, therefore the cost of the construction of the new-designed facility are recoverable for the farmer within three years (without subsidy).



Traditional drying house from outside, Ghazni



Traditional drying house filled with grapes for drying

The design specifications of this new design is included in Annex B [on page 39](#) and posted on the CHAMP website at: <http://champ.af/champ-bulletin>. A CHAMP FACTS brief is included in Appendix D [on page 49](#) and on the CHAMP website.

## Cool-Rooms

CHAMP piloted the application of cool storages for apples by assisting three farmers in Paktya province and two farmers in Paktika province in the construction of cool rooms for storing apples. These cool rooms require no energy to maintain low storing temperatures. Not having to pay for fuel costs is huge for Afghans. Although the construction work was completed, the rooms were not fully ready to be used for this year's production. The cement needed to dry before apples could be put in the cool rooms. One farmer was able to use his newly constructed cool-room and was very happy with the results from storing his apples. He increased the price he received for his apples by 50%. If he had kept them in storage for another month, he would have received a 100% increase in his sale price. CHAMP will provide training on how to store apples in these cool-rooms and when to bring to market. These cool rooms featured an improvement over those built in Bamyan by ROP. The improvement was stronger ventilation shafts – note the wooden objects on the top. In Bamyan we had problems with snow damaging the tops of the ventilation shafts. The design of these storage units and a CHAMP FACTS brief will be posted on the CHAMP website at <http://champ.af/champ-bulletin>.

Cool rooms  
increase farm  
gate price 50-  
100% in 2  
months



Top of the underground cool room



Cool room under construction

## NEXT QUARTER PRIORITIES: HORTICULTURE & QUALITY IMPROVEMENT PROGRAM

- Vineyard Improvements:
  - Register farmers for trellising vineyards in the grape producing areas;
  - Arrange FFS for the lead-farmers and sub-farmers;
  - Trellis existing vineyards;
  - Form farmer producer groups for quality improvement;
  - Distribute inputs for quality improvement program to targeted beneficiaries to increase the quality of their production;



- Orchard Establishment:
  - Organize trainings for CHAMP/DAIL staff in regional offices; and
  - Arrange FFS for the lead-farmers and sub-farmers;
  - Establish new citrus orchards in eastern region working with AGREED supported DAIL extension team;
  - Distribute inter-cropping seed to farmers participating in the new orchard establishment activity;
  - Follow-up to ensure proper care of the newly established orchards and vineyards;
  - Form farmer producer groups for quality improvement;
  - Distribute inputs for quality improvement program to targeted beneficiaries to increase the quality of their production;

## COMPONENT 2: HIGH VALUE MARKETING & BUSINESS DEVELOPMENT

---

### EXPORT PROMOTION

#### FRESH FRUIT EXPORT TO THE UAE, INDIA, PAKISTAN AND RUSSIA

In Afghanistan, the months of October, November and December are the months for harvesting pomegranates, grapes and apples. The Afghan fruits are attracting considerable attention and prices that make trade very profitable. Afghan fruits have a good reputation for their high quality and competitive prices, especially in the markets of UAE and India. By aiding the traders to use improved post-harvest methods, improved packaging and freight, they can access the better markets and receive higher prices for Afghan goods. The more important result is that the traders will build corridors for exporting the increasing Afghan production of fruits and nuts that would overwhelm local markets. Off-season sales impact the trade balance as well. By storing fresh fruit past the harvest season, then releasing the fruit to the local markets, imported fruit cannot be competitive and is not imported at the same levels. ROP initiated import substitution activity in 2011 to secure the use of the Wardak cold storage. The first use of this cold storage took place in 2012, along with the new cool rooms build for apples.

Market	2011	2012
Exports assisted by CHAMP with improved technologies <sup>2</sup>	342 mt	2,505 mt
Off-season sales <sup>3</sup>	0 mt	334 mt
Total	342 mt	2,839 mt

During this reporting period CHAMP supported the export of 1,130 metric tons of fresh fruit using improved packaging, sorting and grading. The total shipments promoted by CHAMP this year are 3,259 metric tons. Shipments were made to the international markets of UAE, India, Pakistan and Russia. The amount of exports using improved packaging and to new markets exceeds all of the previous years.

---

<sup>2</sup> Improved technologies includes sorting & grading for international markets, improved packaging, improved freight, like refrigerated shipments or air shipments, trade credit, improved post-harvest handling or improved harvesting.

<sup>3</sup> Off-season sales are completed by storing the fresh fruit for sale after the harvest season to local markets. These sales typically replace imports.

CHAMP has signed a Memorandum of Understanding (MOU) with more than 13 Afghan companies to facilitate and promote the export of fresh and dry fruits. The companies are listed below:

No	Company Name	Trader	Contact #
1	New Ahmad Zai brothers LTD	Mohammad Arif	0787494999
2	Abdul Manan LTD	Abdul Manan	0704933291
3	Bradarane Takana Sufla LTD	Haji Aminullah	0700488670
4	Qasim Sayed Meer LTD	Sayed Meer	0787823144
5	Abdul Azimi LTD	Abdul Azimi	0704960674
6	Saif Nooran Brotheran LTD	Haji Saifullah	0700334422
7	Al Ghosia LTD	Haji Zahir jan	0700322103
8	Brotheran Mohammad Hilal LTD	Saifullah	0772361435
9	Abdullah Shaoib LTD	Ahmad Shah	0775225200
10	Afghan Dost Sharq LTD	Abdul Qudos	0778990901
11	Etisal Bussiness LTD	Haji Mohammad Hasan	0780016840
12	Subhan Ghafory LTD	Haji Osman	0787988500
13	Mohammad Hashim LTD	Mohammad Hashim	0799742629

The CHAMP marketing team provided the companies with support in:

- Finding sufficient transport facilities for the export of fresh fruit to international destinations.
- Obtaining the import permits from the Indian commission agents and providing them to the Afghan exporters.
- Assisting the exporters in packing, sorting and grading of their fresh fruits as per the requirements of the international markets.
- Assisting the companies with the custom documentation clearance and providing subsidy for the first air and refrigerated container shipment to the targeted markets.
- Sending the shipment documents in advance to the concerned dealers in India, in order to speed up the processing and the clearing of the shipments from both Waga border and Delhi airport.

CHAMP assistance in finding new markets, e.g. Russia, and in stabilizing the existing routes helped the exporters to continue exporting Afghan fresh fruits to international markets.

## EXPORTS FOR THE QUARTER OCTOBER TO DECEMBER 2012

Province	District	Almond (mt)	Apple (mt)	Dried Apricot (mt)	Grapes (mt)	Pomegranate (mt)	Total (mt)
Kabul	Farza				99.7		99.7
	Kabul		15.0				15.0
	Mirbacha kot				42.0		42.0
	Qarabagh				28.4		28.4
	Shakar Dara				16.6		16.6
Kandahar	Arghandab				567.7	150.1	717.8
	Arghastan					18.0	18.0
	Maroof Arghasan					14.3	14.3
	Panjwai					68.9	68.9
Wardak	Jalriz		37.0				37.0
Zabul	Qalat			50.0			50.0
	Meezan	23.0					23.0
Total		23.0	52.0	50.0	754.3	251.3	1,130.6



Pomegranate Shipment to Russia



Apples Shipment to India

The export data shows that the major production areas for Afghan fresh fruit. Grapes are sourced from the Shamali, north of Kabul, and Kandahar. Apples primarily come from Wardak and Kabul. Pomegranates are sourced from Kandahar. This late in the season the temperature drops off the summer highs allowing pomegranates and apples

to be shipped in non-refrigerated trucks. Grapes required refrigerated transport. For each of these trade corridors / crops, CHAMP has completed the trader profit analysis and each has been proven. Our work now on these is to simply increase the volumes by removing barriers to trader and helping to reduce costs. CHAMP has sent employees along with these shipments to ride in the truck and monitor barriers and expenses en route to the target markets. This embedding has proven useful to identify trade barriers and capture accurate profitability information.

## **EXPORT MARKETS**

The following table shows the destinations for the specific crops:

<b>Fruit Type</b>	<b>Dubai (MT)</b>	<b>Pakistan (MT)</b>	<b>India (MT)</b>	<b>Russia (MT)</b>	<b>Total (MT)</b>
<b>Almond</b>			23.0		23.0
<b>Apple</b>			52.0		52.0
<b>Dry Apricot</b>			50.0		50.0
<b>Grapes</b>	1.9	752.4			754.3
<b>Pomegranate</b>	6.1	189.2	36.0	20.0	251.3
<b>Total (MT)</b>	8.0	941.6	161.0	20.0	1,130.6

## **BUSINESS DEVELOPMENT**

### **HERCULES AVIATION AND ARIANNA INTERNATIONAL AIRLINE FOR AIR SHIPMENTS**

CHAMP Business Development held meetings with the senior management of Hercules Aviation and Arianna Airline for provision of air shipments services to Afghan traders to different destinations around the globe. The freight rates obtained were shared with the traders who are interested in using air cargo for their fruit shipments to other countries. Arianna International Airline offered its warehouse facilities for storing of the fruit prior to shipment. Air shipments are ideal for testing new markets with lower volumes and literally flying over border problems and informal taxes. In some cases shipment by air is better than ground due to the fact that these rates are low (Kabul Delhi, Kabul Dubai). CHAMP's overall goal is to broaden the export corridor and air shipments are one alternative that works well for high price/kg fresh fruits, like apricots. This linkage with the air cargo carriers has been established and does not rely upon CHAMP for future freight contracts. The traders will continuously search for the least expensive freight costs. Adding a second air cargo option should serve to increase

competition. CHAMP will continue to help the traders find better transit options. Once connected to the traders, CHAMP does not have to manage.

The freight rates offered by Hercules per kilogram:

- Kabul- Delhi 0.60 USD
- Kabul- Dubai 0.60 USD
- Kabul- Mumbai 2.00 USD
- Kabul- Almaty (Kazakhstan) 3.20 USD
- Kabul- Moscow 3.50 USD

While the rates offered by Ariana Airline per kg:

- Kabul- Delhi 0.60 USD
- Kabul- Dubai 0.60 USD
- Kabul- Moscow 0.85 USD

## **TRADE PROMOTION AND EXPLORATORY VISITS**

### **VISIT TO THE UAE TRADE OFFICE**

Two CHAMP marketing team members visited the trade office in the UAE to research new market leads. The visit served to monitor the activities being carried out by the trade office. The Dubai market is a profitable market for some Afghan fresh fruits during certain market windows. When the market is flooded with fresh fruits from Turkey or Iran, the prices drop and exports to Dubai are not interesting. The CHAMP team brought samples of Afghan pomegranates to show the Dubai traders the high quality product of Afghanistan. However, at the time of the visit, the Dubai market was full of different varieties of pomegranates from Turkey, Egypt, India and Iran. The CHAMP team observed that medium size pomegranates are the most desired in Dubai. The price at that time for Afghan Pomegranates was only \$1.50 per kilogram. Thus the market was not suitable for the Afghanistan exporters at that time. The CHAMP team will pass along the demand for medium sized pomegranates.

The team met with traders, commission agents and re-exporters to other UAE states and gulf countries. They discussed the possible export of Afghan apples, grapes and pomegranates to these countries. Some of the participants requested trial shipments of pomegranates so that they could check the demand for them in the market.

The team met with the Dubai Trade Office staff and discussed the issues regarding Afghan fruit sales in the UAE and other gulf states. The Trade Office helps facilitate the export of Afghan fruits to these countries.





### **PACKAGING**

CHAMP marketing team is assisting Afghan exporters for exporting fresh fruits to different international markets by arranging proper processing, suitable transportation and appropriate packaging. The CHAMP marketing team assisted Saif Nooran Beradaran LTD in selection of suitable packaging for the export of pomegranates to the Russian market. CHAMP marketing trade specialist travelled to Lahore Pakistan with one of the company representatives to select a suitable packaging manufacture for the shipment of pomegranates to Russia. A waterproof packaging material that could withstand for 45 days in a refrigerated environment was selected. Nasir Packaging Company was selected to supply 9000 carton boxes.

### **ESTABLISHING MARKET LINKS WITH URUZGAN ALMOND TRADERS**

The CHAMP marketing team arranged a linkage meeting in Kabul between the Uruzgan almond traders and Kabul based exporters. The purpose of the linkage meeting was to facilitate access to new markets for the Uruzgan almond producers by building relationships with the exporters and providing the almond traders with new ideas for investments and almond processing activities. The almond traders and exporters also visited almond processing and packinghouses where they were introduced to international standards of shelling, packing, sorting and grading.

During the meeting different varieties of Uruzgan almonds were shared with the exporters. Additionally, the CHAMP marketing team explained the new trends in international markets for exports including the quality and packaging demands in the international markets.

### **URUZGAN ALMOND TRADERS VISIT KABUL ALMOND PACKHOUSE**

The CHAMP marketing team arranged a visit for the Uruzgan Almond traders to see an almond processing packhouse in Kabul. The selected almond packhouse belongs to the Haider Refat Ltd. and Shadab Elyas Ltd. The purpose of the visit was to introduce

the Uruzgan almond traders to the standards for shelling, packaging, sorting and grading of almonds for the international market.



### **NEXT QUARTER PRIORITIES: HIGH-VALUE MARKETING AND BUSINESS DEVELOPMENT**

- Travel to Uzbekistan to research transport companies for export from Afghanistan to Uzbekistan and other Asian countries;
- Assistance in export of apple and pomegranate;
- Market exploration of central Asian countries for possible exports of pomegranates and dried fruits; and
- Assistance in export of pomegranate to Russian market.

## COMPONENT 3: GENDER PROGRAM

### TECHNICAL ASSISTANCE ON RAISIN PRODUCTION

The grape and raisin value chain works on quality improvement of fresh grapes and raisins. CHAMP works with the farmers to enhance their capacity for fresh grape quality improvement, harvesting practices and packing. All the grapes produced in a season cannot find market that is why there is a need of drying them to raisins; therefore CHAMP is working on quality improvement of raisins. For this CHAMP finds women as a potential force who can be the best resource for quality raisin production, which ultimately results in an increase of women's income.

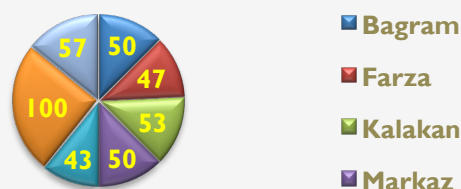
CHAMP  
extends  
vineyard  
improvement  
program to  
400 women

During this quarter, the CHAMP Gender and Grape Value Chain (VC) staff worked with 400 women in Kabul and Parwan provinces on improving grape and raisin production. The CHAMP farmers have seen significant productivity increases when T-trellising is installed in their vineyards. In addition to trellising, the basic practices for grapes has been taught. This include pruning, sulfur application to control molds on the bunches, Gibberellins to increase grape size, proper irrigation and fertilization, and control of weeds. By following these basic practices and trellising their vineyard, farmers are increasing their yields by 107% in two years<sup>4</sup>.

Raisin drying is an opportunity to involve women in the value added process. The improved raisin drying techniques used by CHAMP is a highly efficient way for women to increase their income. The CHAMP gender team distributed straw mats among four hundred women in Kabul and Parwan provinces for raisin drying. The traditional method of drying raisins is to lay them in the sun. The grapes are placed on the ground to dry thus most of the raisins would collect dust and are considered to be of a lesser quality. The straw mats CHAMP provided improve the quality and price the women receive for their raisins.

The CHAMP gender team visited Kabul and Parwan provinces to follow up with female beneficiaries trained in raisin drying. The techniques demonstrated in CHAMP trainings have been successfully implemented. Women are using the

**Number of females trained in raisin production by district**



<sup>4</sup> Roots of Peace Trellis Study, 2007, Jean-Pierre Detry, PhD

improved raisin drying techniques of placing grapes on the straw mats and arranging the grape bunches for the penetration of sunlight and air. This decreases the moisture level and completes the drying of the raisin with at least 20% moisture, and finally proper cleaning of the raisins from the stems. With this practice CHAMP reaches two results. First is the direct increase in the women's incomes, and second is the improved quality of raisins that has a high demand in the markets. The data collection regarding the amount of raisins produced and its market value is underway and will be included in the CHAMP Annual Report.

## WOMEN'S TRELLISING PROGRAM

An additional activity that was carried out with women was the trellising of grape vines. A total of fifty-one women in Kabul and Parwan received trellising material<sup>5</sup>. CHAMP assisted in installing the latest T-trellising system in their vineyards. 48 women lead farmers were selected for the grape value chain quality improvement program to lead farmer field schools.

		Trellising (Female beneficiaries)		
Province	District	No. of Women	Hectares	No. Trellis Posts
Kabul	Farza	1	0.2	120
Kabul	Kalakan	9	1.8	1,080
Kabul	Mirbachakot	11	2.2	1,320
Kabul	Qarabagh	12	2.4	1,440
Kabul	Shakardara	3	0.6	360
Parwan	Bagram	1	0.2	120
Parwan	Charikar	14	2.8	1,680
Total		51	10.2	6,120

## NEXT QUARTER PRIORITIES: GENDER

- CHAMP gender section has been working to identify more female beneficiaries for trellising and quality improvement;
- Women beneficiaries selected for quality improvement will be provided with specific Good Agricultural Practices (GAP) trainings through the process of farmer field schools (FFS); and
- In order to further expand CHAMP gender activities, four women extension officer were hired for the CHAMP gender team.

---

<sup>5</sup> The women's trellising activity will be reported under indicators 5.b, 5.1.1.b and 5.1.1g.



## COORDINATION

---

### TECHNICAL ASSISTANCE PROVIDED TO FIFTEEN GRAPE PRODUCERS

One of the key elements of the CHAMP Program is to improve the quality of commercial producers so that traders and source larger amounts of export quality fresh fruit. This is an essential ingredient for the success of the exporting.

At the request of Agha Khan Foundation, CHAMP arranged on-the-job training for fifteen grape producers from the northern provinces on October 16, 2012. CHAMP horticulture and marketing teams trained them in proper picking, harvesting, sorting, grading, packing and labeling. The grape producers were shown the storing facility in Mirbachakot, where they were introduced to the process of pre-cooling, cooling, and storing fresh fruits. The participants were very satisfied with the skills they learned and believed that the skills could be applied at their farms.



Technical Assistance For 15 Grape Producers



Meeting With the traders in IITF and AgFair

### AFGHAN EXPORTERS TO INDIAN INTERNATIONAL TRADE FAIR (IITF)

CHAMP assisted nine Afghan exporters in participating in the Indian International Trade Fair held in New Delhi India on November 14-27, 2012. The Indian Government organizes the trade show and traders and exporters from round the globe participate in this fair.

CHAMP helped Afghan traders and exporters organize and display their products in the booths CHAMP reserved for them in a special Afghan pavilion. In addition CHAMP, assisted the exporters in “business to business” talks, and other bilateral discussions of mutual interest.



CHAMP reserved two booths for “business to business” meetings, receiving guests, meeting with government officials and exchanging contacts with the buyers from other countries. CHAMP assisted the nine Afghan traders by reserving booths. CHAMP subsidized 40% of the cost of the booth, the traders paid 60% of the cost. The Afghan traders were able to make market connections and secure trades during and after the conference. They had direct sale of product with value of \$343,500 and signed agreements with Indian companies for supplying Afghan product with value of \$7,476,140. For detail information please refer to below table:

List of Afghan Exporters deals with Indian Buyers and total sale at IITF						
Name of Companies			Deal between Afghan traders and Indian buyers			Total Sale/USD during IITF
No	Name of Afghan exporter Company	Name of Indian Importer Company	Product	Quantity /MT	Price USD	
1	Haji Mohammad Naser Sohrabi & Sons Co.	Shree Balaji International	Pistachio	3.5	1,078	70,000
		Pacific Trade Link	Almond Karnel	25	98,039	
		J.H.S Enterprises	Almond Wahidi	4	17,254	
		Etin Impex Pvtg. Ltd.	Almond Karnel	0.5	1,960	
2	Afghan Arwin Bakhter	Trendy Foods	Fresh Apple	300	588,235	42,000
			Raisin Shongulkhani	100	431,372	
			Almond Mumra	50	1,372,549	
		F.M.P.W	Dry Apricot	50	147,058	
			Pine Nuts	20	179,215	
			Wall Nuts	60	764,705	
		Am Pex	Almond Ghurbandi	60	564,705	
			Wall Nuts	30	382,352	
3	Insaf Noor	Noorish Food Industry	Almond	4	8,000	9,000
		Shaikh Sakhi	Pistachio	3	9,000	
		Sanjai Group of Companies	Wall Nuts	2	4,300	
4	Haji Mohammd Hashem Hosainzada. Co	Pacific Trade Link	Sherinboya	40	71,428	50,000
		J.H.S Enterprises	Bean	18	22,140	
5	Mujtaba Sajad Refat Ltd	Kniyh Hrading Company	Almond	30	219,000	55,000
		Pakiza	Pistachio	17	280,500	
		Snehr Power Controls	Almond	20	138,000	
			Pistachio	40	760,000	
		CHAMPION	Almond Orzgan	10	71,000	
			Pigs	20	120,000	
			Dry Apricot	10	40,000	
6	Shadab Elyas Company	Agrihunt Marketing Inc	Almond	15	106,500	65,000
			Pistachio	12	198,000	
		Fresh Fruit Company	Almond Orzgan	50	360,000	
			Pistachio	10	165,000	
		A-F International	Almond	15	107,250	
			Pistach	15	247,500	
7	TAKDANA					2,500



8	Samsor Ban	15,000
9	Sabet Saqeb	35,000
Total		7,476,140 343,500

## KABUL INTERNATIONAL AG-FAIR

CHAMP is actively participating in Ag-Fairs conducted by the government of Afghanistan. The government of Afghanistan conducts two agriculture events each year in BadamBagh Agricultural Center in Kabul. The first is called Farmers Day and starts on the first day of the solar year that coincides with March 21 of the Gregorian calendar. The second is Kabul International Ag-Fair conducted in November each year since 2008 with the exception of the year 2011.

CHAMP participated in the 2010 and 2012 Ag-Fair events. CHAMP assisted a number of traders by reserving booths and helping them to display of their fruits in the booths. This year, CHAMP supported five Afghan traders. CHAMP also reserved two additional booths for “business to business” talks, meetings and business contact exchanges. Visitors included national and international business people. The Minister of Agriculture visited the CHAMP booth and discussed the CHAMP program with the staff. He showed his appreciation for the work CHAMP was doing for the farmers and traders.



CHAMP supported the visit of Mr. Raj Kapoor to the trade fair. Mr. Kapoor is the director of ASSOCOM India Private Limited. ASSOCOM introduces and promotes new foreign products in the Indian market. The main purpose of his visit was to check for the varieties of fruit on display from Afghanistan. He gave a presentation the on “Assessment of Afghanistan Pomegranates in the Indian Market.” The presentation has been converted into a white paper and will be posted on the CHAMP website at <http://champ.af/champ-bulletin>. Mr. Kapoor held meetings with Afghan fruit exporting companies to provide suggestions on how to properly export and promote fruits to India.

CHAMP’s major accomplishment of the fair are:

- Collecting the business contacts from the participants interested in trade offices and CHAMP program;
- Distributing CHAMP and trade offices brochures, information and business contacts to the participants;
- Showing the market required packaging samples;

- Giving a presentation on international marketing to the participating national and international companies;
- Assisting five Afghan companies in their products display and providing them with translation help during a business to business meeting with international visitors;
- The event is conducted in November 2012; and
- The trading companies are based throughout Afghanistan.

## **PRESENTATION ON PROPER SORTING, GRADING AND PACKING**

On November 25, 2012, the Export Promotion Agency Afghanistan (EPAA) arranged a workshop for 150 traders and exporters on “Access to International Markets” at Park Star Hotel. The CHAMP marketing team gave a presentation on proper sorting, grading, packing and labeling of fresh fruits for export to international markets. The team informed the participants of the importance of proper harvesting because it will double the shelf life of the fruit. The CHAMP marketing team exchanged contact information with the EPAA officials and the participating traders for future assistance.



Workshop at EPAA



Workshop at EPAA

## **CHAMP MEETING WITH USAID EASTERN REGION**

CHAMP marketing director along with the CHAMP Jalalabad regional coordinator met with Mr. Ricky Majette, the USAID Field Development Officer for the eastern region on November 14, 2012. The purpose of this meeting was to discuss possible export of fresh fruits from the eastern region into the international markets. Mr. Majette was interested to know if CHAMP could assist the export of apricots from the eastern provinces. The CHAMP team explained the program activities and achievements in the eastern region. The CHAMP team explained that the variety of apricots produced in Nangarhar is not suitable for exports because the apricots are small sized, brown-yellowish in color and have a sour taste. This variety is not demanded in the export market. There is a huge demand for the Amiri variety of apricots of Afghanistan in the

international markets. The CHAMP representatives explained that they will work with the apricot producers of eastern regions to improve the sulfur drying of the apricots to improve color. CHAMP will work with farmers to facilitate local sale of their produce and to make contacts with potential buyers within Afghanistan.

### **CHAMP SHOWROOM IN DUBAI**

CHAMP marketing team participated in a meeting conducted by the private sector directorate of the MAIL in coordination with CHAMP, EPAA and the commercial attaché of Afghanistan in Dubai. The purpose of the meeting was to discuss the establishment of a showroom in Dubai. EPAA is planning to establish a showroom in Dubai that will be used as a primary place to display the Afghan export quality products to the international buyers in the UAE and other gulf countries. The CHAMP marketing team described the functions of its trade office operating in Dubai and pledged to cooperate fully in the establishment of showroom. This showroom will aid in establishing new links with buyers in the UAE market.